PPLFF: AGENDA, MARCH 11, 2004

1. Introductions: Members new and returning
   ----working together
   ---task (not personality) focused)

2. Budget
   --- last year's expenses
   ---We need to add to sponsor mailing, marketing, programming, & video equipment
3. Fundraising
   ---Benefits
   ----Grants
   ----Sponsors (Corporate)
   ----Business Sponsors
   approval of new form and letter

4. Graphics
   ----marketing graphic
   --- poster design and deadline

5. Outreach Coordinator????
   ------importance and responsibilities

6. Hospitality
   ---opening reception

7. Tickets
   ---pricing
   ---Outlets

Next Meeting: April 8, ????

PPLFF Meeting Minutes - 11 March 2004

The following members were in attendance:

Name	E-mail	Phone
Robert Armintor		
Alma Cremonesi		
Bill Crissman		
Marilyn Davis		
Tim Fotinos		
Joe Jenkins		
Jonelle Neighbor		
Marty Pebler		
Jeff Stachel		
Bob Steinborn		
Cassie Tumanis		
Bev Wasil		

The following members were unable to attend:

Arva Petra Adams
Lori Adams
Paul Forsett
Kate Hunting
Jerry Morris
Eric Verlo
Marie Walden

---

1) The meeting was called to order at 19:10.

2) After brief introductions of new and returning members, Alma requested that PPLFF e-mail sent to here should include "PPLFF" in the subject line so that she can differentiate it from the large quantity of other mail she is receiving. She also requested that non-PPLFF items not be forwarded to her unless they have potential relevance to the festival.

3) Bobby distributed detailed documentation covering last years expenses. Currently, there is a balance of $5000 in the PPLFF checking account. Alma stressed that we will need to expand the budget for this season, to reflect the projected higher costs of sponsor mailing, marketing, programming and other items. Alma also mentioned that there is no guarantee that the Fine Arts Center will offer the same discount that we were able to obtain last year.
4) It was agreed that we would include video features in our programming this season, and thus we will have to budget for the additional costs of video

equipment rental. Jeff volunteered to examine the various rental options available, and will report his findings at the next meeting.

5) Fundraising was discussed in considerable detail. It was agreed that everyone on the committee must pitch in with this effort. Alma pointed out that there will be no benefit events this year, which netted us $4000 last year, but that there was a possibility that Gwin Coleman might be able to arrange a benefit show at the 32Bleu club for the PPLFF. So far, the only grants that look certain are from the Gill Foundation, and the most promising corporate sponsors are expected to be Fleet, Intel, and Wells-Fargo. The long-expected sponsorship check from Sun Corp. for last years festival has finally arrived. Joe volunteered to research a list of progressive firms as potential sponsorship targets, and will prepare a formal sponsorship packet for contacting these firms.

6) A revised general sponsorship form was agreed on, with a new higher level of festival sponsorship to be called "Over the Rainbow". Joe and Marylyn have agreed to work on this form. A new sponsorship letter was also approved, and a deadline for the sponsorship letter mailing has been set for mid-April. Marylyn and Tim have volunteered to help with the mailing. The individual sponsorship targets for committee members will be assigned at the next general meeting.

7) The primary focus for the graphics subcommittee will to prepare a half-page marketing flyer, of which 3000 copies are to be printed. The next priority will be to prepare a festival poster, to be completed by the end of April. Both efforts are currently in progress.

8) Alma proposed the establishment of an "Outreach Coordinator", and Cassie expressed an interest in performing this function.

9) Hospitality was discussed, particularly in regard to the substandard fare offered by Cravings at last years opening night reception, and it was agreed that an itemized menu should be submitted to various catering firms for competitive bidding. Bev volunteered to look into this matter, and will also talk to the management of Cravings about what happened last year.

10) The issue of tickets; to include pricing, distribution and type of tickets to be offered, was deferred until the next general meeting.

11) The next general committee meeting will be held at 19:00 on 8 April at 1262 Terrace Rd.

12) The meeting adjourned at 21:00.

Marty Pebler
Secretary of the Board, PPLFF